

**EXEMPT RECRUITMENT ANNOUNCEMENT  
Marketing and Communications Coordinator  
Guaranteed Education Tuition Program**

**Reports to:** GET Marketing and Communications Manager  
**Division:** Guaranteed Education Tuition Program  
**Classification:** Exempt  
**Open to:** 4:00 p.m., October 16, 2013  
**Salary:** \$40,000 - \$57,888 DOQ

**Agency Profile**

The Washington Student Achievement Council links the work of the secondary schools, higher education, and state education agencies to achieve the mission of improving educational outcomes for students at all levels. Supported by a cabinet-level state agency, the Council proposes improvements and innovations needed to adapt the state's educational institutions to evolving needs, and advocates for increased financial support and civic commitment for public education in recognition of the economic, social, and civic benefits it provides. The agency also conducts research and analysis, protects education consumers, manages the Guaranteed Education Tuition (GET) college savings program, and administers state and federal financial aid programs.

**About the Program**

The GET Program allows families to purchase tuition units now for use at a later date. These funds are invested and the purchaser is guaranteed a return, which will cover tuition at some future date. The Committee on Advanced Tuition Payment, commonly referred to as the GET Committee, governs the program. The Committee is composed of the executive director of the Washington Student Achievement Council, the State Treasurer, the director of the Office of Financial Management, and two citizen members.

**Mission:** GET serves Washington families by offering a way to save for college tuition.

**Vision:** We are committed to: Encouraging statewide awareness and participation in GET, which is nationally recognized as a great college savings program. Excellence in customer service that supports families and student success. A positive work environment where employees are valued as individuals and supported in their work.

**Values:** Stewardship, Improvement, Respect, Teamwork, Well-being

**About GET Marketing and Communications**

Marketing oversees all marketing and public relations for the program, and leads initiatives to drive enrollment and build positive public relations. Responsibilities include 1) managing the content and usability of the external GET Web site 2) managing the design, content, production, and distribution of all GET print publications 3) supervising all advertising on broadcast, print, Web, and exposure on social media 4) generating media coverage on radio, TV, and in newspapers, 5) all outreach-related presentations, and 6) managing all marketing-related contracts to accomplish goals.

**About the Position**

The position reports directly to the GET Marketing and Communications Manager and will receive instruction, assignments, and assistance from all members of the marketing team. Incumbent is responsible for assisting the marketing team in the development, coordination, and implementation of all

marketing activities for the program, including social media. The position also provides support for the program's outreach activities, including travel statewide to events to promote the GET program.

## **Major Responsibilities**

### **Administrative**

- Develop and maintain record-keeping system and timeline for advertising, sponsorships, partnerships, outreach, and other marketing initiatives, activities, and deliverables.
- Prepare and/or update existing direct mail lists; prepare direct mailings and other customer mailing requests; assist in preparation of direct email communications to customers.
- Conduct follow-up calls and/or surveys to potential payroll deduction employers.
- Maintain and update payroll deduction lists for mass emails, mailings, or other communications.
- Conduct inventory of promotional materials, brochures, and other marketing collateral on a monthly basis.
- Assist in preparation of materials and items for presentations or exhibits, including replenishing supplies and coordinating with others to order more supplies.
- Assist in the scheduling and arranging/setup of meetings or events, making travel arrangements, and preparing travel vouchers.
- Maintain all media lists (family, TV, print, and radio) and news clippings.
- Track and review monthly website activity.

### **Community Relations**

- Represents the GET program to the public, including staffing booths at events and conducting program presentations to schools, businesses, fairs, and other targeted groups.
- Explains application procedures to potential customers and answers technical questions on all aspects of the GET program. Problem-solves customer issues. Follows up on customer issues and questions.

### **Media/Social Media**

- Assists the Marketing and Communications Manager in meeting the social media goals of the program, including posting from an editorial calendar, responding to customer feedback, and maintaining a presence across several social media platforms.
- Identify and track GET families and testimonials for website, GET materials, and interviews with reporters.
- Research articles, websites, GET site, etc. to suggest content for social media posts.

## **Required Skills, Knowledge, and Abilities**

- Bachelor's degree (Marketing, Communications, Public Affairs, or Public Relations preferred).
- Minimum one year of experience in marketing, public affairs communication, program administration, or a closely related profession.
- Knowledge of current best practices in marketing.
- Proven knowledge and ability to post and extract information on social media networks.
- Excellent verbal communications skills, including experience presenting and speaking to audiences.
- Proven experience in prioritizing tasks, meeting deadlines, and coordinating work assignments with others. Ability to handle and multi-task on a high volume of projects.
- Demonstrated attention to detail.
- Ability to interact harmoniously and productively with people within the immediate work unit and the entire agency.
- Extensive experience using Microsoft Office products, including Word, Outlook, Excel, and PowerPoint.

## Preferred/Desired Education and Experience

- Knowledge of state government organization and administrative procedures, federal rules and regulations impacting the program, program policies and procedures, standard office practices, and confidentiality requirements of program.

## Core Competencies

The successful Marketing and Communications Coordinator will demonstrate the following:

- Excellent communication skills (written, verbal, visual).
- A proven track record of goal-oriented work performance.
- Dedication to detail.
- The ability to think critically.
- Excellent technical skills, including experience with the Microsoft Office Suite.
- The ability to collaborate with others.
- The ability to function in a fast-paced and high-demand work environment.
- A professional record of high efficiency.
- The ability to self-assess and a commitment to constant improvement.
- A collegial demeanor and a good sense of humor.
- A demonstrated ability to work effectively as a contributing member of a team.
- Self-motivation and the ability to work independently.

## Application Procedures

To be considered for this position, you must possess the required qualifications listed above and submit a complete application package, which must include the following:

1. Letter of Application. A letter of application that addresses how you meet the required and preferred education and experience described in this announcement. Applications with generic cover letters will be considered nonresponsive and may eliminate the application from further consideration.
2. Resume. A detailed resume including all educational and professional experience.
3. References. A list of names, titles, and current telephone numbers of three (3) employment references.
4. Authorization to Release Information form.\*
5. Affirmative Action Form (optional).\*

\*These forms can be found on our website at: [www.wsac.wa.gov/employment](http://www.wsac.wa.gov/employment)

This position closes at **4pm on October 16, 2013.**

Electronic application packages are encouraged and should be sent in **MS Word format or as a .pdf only** with "Marketing & Communications Coordinator" in the subject line.

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***Please note: The quality and completeness of the required application materials will be considered in determining whether candidates will move to the next phase of the screening process.***